

**ABSTRACT OF THE DISCLOSURE**

A paint substitute film 1 is provided which has an excellent property that permits universal application to a variety of components, for example to a complexly shaped component, without decreasing marketability of the component due to undesirable change in color. The paint substitute film 1 includes a color coat 3 which contains metallic pigments 5 and orientation inhibitors 6 for inhibiting orientation of the metallic pigments 5. When the paint substitute film 1 is bonded onto an exterior component of an automobile or the like, the paint substitute film 1 is drawn, but the orientation inhibitors 6 each serve as an obstacle to prevent the metallic pigments 5 from being uniformly oriented toward a direction parallel to the drawing direction. Accordingly, even after the paint substitute film 1 is drawn, rays of light incident on the film 1 diffuses upon reflection off the metallic pigments 5, and thus unfavorable alteration of color in the film 1 can be prevented.